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Charles Darwin University

Final Examination

Family Name						
Given Name/s						
Student Number						
Teaching Period	Semester 2, 2017					

COM510 – Advanced Business Communications	DURATION	
	Reading Time:	10 minutes
	Writing Time:	180 minutes
INSTRUCTIONS TO CANDIDATES		
<p>This exam has two sections:</p> <p>Section A: This section is worth 15 marks. Answer <u>ALL FIVE</u> Short Questions. The suggested time allocation is 90 minutes.</p> <p>Section B: This section is worth 20 marks. Answer <u>ANY TWO</u> Essay Questions. The suggested time allocation is 90 minutes.</p>		
EXAM CONDITIONS		
<p><u>You may begin writing from the commencement of the examination session.</u> The reading time indicated above is provided as a guide only.</p>		
This is a RESTRICTED OPEN BOOK examination		
No calculators are permitted		
No handwritten notes are permitted		
Any hard copy, unannotated English dictionary is permitted		
ADDITIONAL AUTHORISED MATERIALS	EXAMINATION MATERIALS TO BE SUPPLIED	
No additional printed material is permitted	2 x 8 Page Book	

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Section A

Short Answer Questions

Total Number of Marks for This Section: 15

This section should be answered in the Answer Booklet provided.

Please answer ALL FIVE questions

Marks for each question are indicated.

Suggested Time allocation for Section A: 90 mins

Question 1

Globalization is often viewed as a positive development.

In what ways is it viewed positively? How can it be viewed negatively?

(Marks: 3)

Question 2

What are the three types of authority that Weber identified?

Explain them and provide examples of each of these types of authority.

(Marks: 3)

Question 3

Describe how CDU Business School, exhibits the following system components:

- hierarchical ordering,
- interdependence, and
- permeability

(Marks: 3)

Question 4

Marisa is a member of the **in-group** and Zen is considered an **out-group** member within a company. Compare and contrast their likely experiences in the organization, concentrating on communication with the supervisor and co-workers.

(Marks: 3)

Question 5

Compare any three of the five conflict strategies included in the managerial conflict grid.

Define each strategy, offer an example of its use and compare it to the other strategies you have chosen.

(Marks: 3)

Section B

Essay Questions

Total Number of Marks for this section: 20

This section should be answered in the Answer Booklet provided.

Please answer ANY TWO questions

Marks for each question are indicated.

Suggested Time allocation for Section B: 90 mins

Question 1

Compare critical approach to organizational communication, with the following-:

- Classical Approach,
- Human Relations Approach and
- Cultural Approach

(Marks: 10)

Question 2

Describe the Schein's Model of Organizational Culture and discuss its components.

Discuss any **three** advantages of this model, in the context of business communication.

(Marks: 10)

Question 3

Evaluate the positives and negatives of the business case for diversity in any organisation.

Provide examples to support your content.

(Marks: 10)